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ABOUT ME

I have been working in marketing for over **5 years**, primarily in **B2B marketing**. I strongly believe that the level of **personalization**, customer intimacy, and understanding of the **product** in B2B marketing is unparalleled. I want to continue sharing my knowledge and experience with those who serve their clients and provide incredible **products or services**.

I've worked with the following industries: Fintech, IoT, Energy management, Telecommunications, Real Estate, Mortgage.

The target market locations are: US, Canada, Europe, UK, Singapore, Asia.

Achievements:

- Built and implemented an ABM strategy which increased the company's revenue by **30% a year**.
- Created email marketing from scratch and after 3 months of working with this channel, I brought the B2B company first clients, the total turnover from which amounted to more than **\$1M**.
- Increased amount of email campaigns from 100 emails/day to **5 000 emails/day**. Increase open rate from 9% to **31%** within two months. Increased Business opportunities amount from 3 per month to **40+ per month** within one year.
- Automated marketing routines and **fought 70% of the manual work** of our department. Without quality loss.
- Created and managed clubs for financial professionals and CTOs, providing a space for industry experts to share their **pains** and grow into our **clients**.
- Scheduled over **100 interviews** with top executives from companies and created a podcast that started bringing us clients.



EXPERIENCE

Direct Marketing Lead

Waverley Software · Full-time · USA, Australia, Canada, Europe, Bolivia, Vietnam

Mar 2021 - Present

Responsibilities:

- Strategy building, funnel set-up.
- Deliverability management.
- Email marketing automation, integration with CRM or other third-party software and boosting email engagement.
- Creation of a database of contacts with segmentation.
- A/B Testing.
- Campaign Performance Report.
- GDPR/CCPA consulting.
- Storytelling, product messaging.

Business Analyst (with a focus on marketing data)

Insart, Inc · Full-time · USA

Jun 2020 - Aug 2021 · 1 yr 3 mos

Responsibilities:

- Market Research and Competitive Analysis.
- Solution Assessment and Validation.
- Risk Assessment.
- Data mining qualitative researches, interviews.
- Industry research.
- Message mining.
- OSINT.

In this role, I conducted market research on both competitors and potential customers. Creating presentations for the team and stakeholders and providing clear visualization helped bring data-driven ideas to life. Over the course of a year, we increased revenue by 30% and average transaction value by 40%.



EXPERIENCE

Growth marketing specialist

Insart, Inc · Full-time · USA

Aug 2019 - Jun 2020 · 1 yr 2 mos

Responsibilities:

- Conversion Optimization.
- Direct Outreach.
- Maintenance of all social networks of the company.
- Creatives design, editing and designing all interviews.
- Automation workflows in LinkedIn.
- Social media campaigns.
- Drafting/writing templates according to our current marketing campaign.
- Creating analytics and summary results for the campaigns I run.

Start-up Founder

Avalon group · Owner · Worldwide

Aug 2018 - Sep 2019 · 1 yr 2 mos

I founded a top-notch service company that hooked up major players in the crypto industry with the biggest coin exchanges out there. Think DigiFinex, Bithumb, Poloniex - you name it, we were on it.

But we didn't stop there. My team and I went above and beyond to help companies that had passed the ICO stage prep for their big listing debut. We were all about creating contracts, organizing the workflow, lead generation, remarketing, and keeping the lines of communication open.

Webmaster, Affiliate marketing specialist

Cityads Media · Self-employed · CIS

Sep 2018 - Jul 2019 · 11 mos

I got my start in the biz as a specialist, working hand-in-hand with the one and only Cityads. With four traffic channels and a total audience of 60,000 subscribers, I was the real deal.

And let me tell you, I knew how to bring in the big bucks. My top CPS/CPL offers were all about the finance industry, from banking to loan organizations. Plus, I even dabbled in the world of betting companies on a revshare model.

MARKETING TOOLS

Automation and Integration: Zapier, Integromat, webhooks, webscrapers, Hubspot workflows, PH buster;

Email marketing: Klaviyo, Mailchimp, Yesware, Hubspot sequences, MailTester, Rocket reach, Lead leaper, Sendgrid, Apollo, Mailwarm, mxtoolbox, dmarc analyser;

SMM: SMM Planner, Hootsuite, Phantombuster, Linkedhelper, Expandi;

Other:

Excel, Office and other MS products, Photoshop, Illustrator, Canva, Trello, Figma, Google analytics, Hubspot CRM, Jira, Zoho, Salesforce;

Programming languages: HTML, CSS, JS, Python, C++, R, SQL

EDUCATION

CXL

Digital Marketing training, Conversion Optimization

Aug 2022 - Mar 2023

V. N. Karazin Kharkiv National University

Bachelor's degree, Computer Science in Business

2018 - 2021

Wyższa Szkoła Finansów i Zarządzania w Warszawie

College degree, IT Science

2015 - 2018

LICENSES & CERTIFICATIONS

CXL Certified Optimizer

CXL

Issued Sep 2023

Link: <https://certificates.cxl.com/fd676d43-9bec-4841-a0e6-2c539d9684a1#gs.dd2ime>

Statistics for A/B testing

CXL

Issued Sep 2023

Link: <https://certificates.cxl.com/2f9e98d9-aca7-4d3d-9754-0126c3abe29f#gs.szobsw>

Copywriting and product messaging

CXL

Issued Sep 2023

Link: <https://certificates.cxl.com/fd676d43-9bec-4841-a0e6-2c539d9684a1#gs.szoh47>

Email Marketing

HubSpot Academy

Issued Sep 2021

Link: <https://app.hubspot.com/academy/achievements/n0rkdhm0/en/1/roslislav-krasnikov/email-marketing>

Google Analytics Individual Qualification

Google

Issued Jan 2020

Link: <https://skillshop.exceedlms.com/student/award/42342636>

